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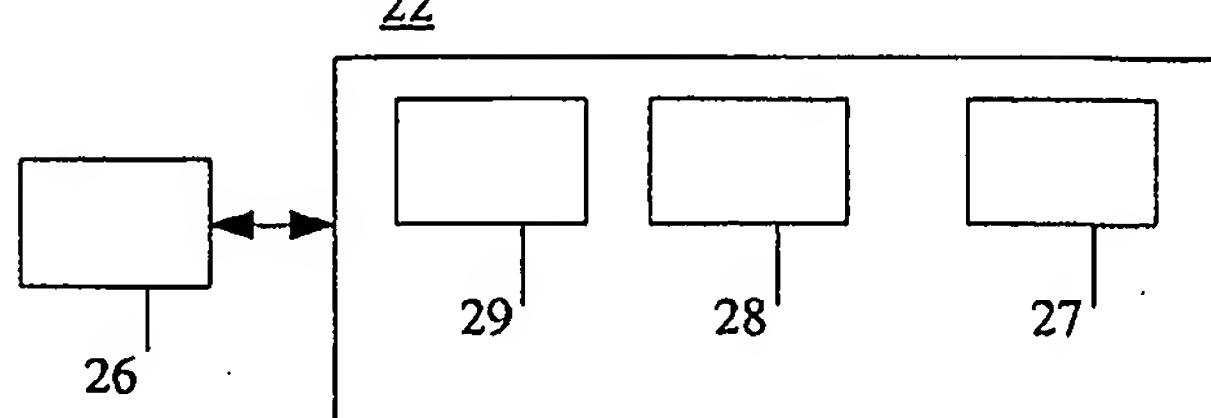
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who previously placed respective bids for the first item. Second items are found other than the first item for which bids have been placed by one or more of the second bidders. A second item is chosen by the first bidder, for which the first bidder was not aware of the second item until after the auction ended. The first bidder then attempts to discern why the first bidder was not aware of the second item until after the auction ended. Alternatively this approach is used to identifying a second item for which the auction has not yet ended, and the first bidder places a bid higher than any bids previously placed for that second item.

(57) Abstract: In connection with a computer-based auction system, the auction system communicatively coupled with sellers and bidders, the system having records indicative of sellers of items and records indicative of bidders for the items and identifying for each item a winning bidder in an auction, a first bidder selects a first item for which there is a winning bidder who is not the same as the first bidder. By electronic means, information is obtained indicative of identities of second bidders other than the first bidder